CITY OF RENO – SPECIAL EVENT PROGRAM

Community Event Sponsorship Rating Sheet

MARKETING, ADVERTISING AND PR – 3 TOTAL			
1 point – Applicant has an active Social Media account.			
1 point – Applicant can illustrate with a media partner or a media buy how they plan to create awareness about their new event.			
1 point – Applicant has made partnerships with other event promoters to cross promote events in the City of Reno.			
FINANCIAL – 2 TOTAL			
1-2 points – Applicant illustrates what they will do with the budget that would have gone towards City services.			
PROMOTIONAL CONSIDERATION – 2 TOTAL			
1 point – Applicant can give the City of Reno special promotional consideration at their event, such as a booth, banner, tshirts or other presence at the event. 1 point - Applicant can give the City of Reno special promotional consideration at their event such as ad space in the event program, press releases, event collateral and website logo inclusion.			
PREFERENCE – 3 TOTAL			
THE ENLINE STOTILE			
1 point - Does event take place between October 15 and the end of the month of April?			
1 point - Is the event free and open to the general public?			
1 point – Does the event work to involve the University of Nevada in their event?			
COMMUNITY SUPPORT – 5 TOTAL			
Does the promoter show that the citizens of Reno value their event? Applicant can illustrate that event attendance by Reno locals is strong.			
1 point – applicant can point to survey information, or,			

∆ dditiona	al Comments:		
Name of J	Judge:	Date of Review:	
Applicant	Name:	Event:	
Total Poin	nts: Total Possible Points: 1	<u>16</u>	
1 point - Does event have a realistic potential for growth and/or longevity?			
POTENTIAL FOR GROWTH – 1 TOTAL			
1 to 2 points – Applicant has submitted a compelling presentation that explains the importance of their event in the area.			
	1 point – applicant illustrates that their e	event is a staple to the community.	
event, or,	1 point – applicant calls out more the	an one constituency that attends their	
	1 point applicant calls out more the	on one constituency that attends their	